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1940

Michell's
50th Anniversary
1890-1940



Michell's New Swiss Giant Pansy

**SEASONABLE
OFFER
FOR FLORISTS**

HENRY F. MICHELL CO.

516-518 Market Street · PHILADELPHIA, PA.

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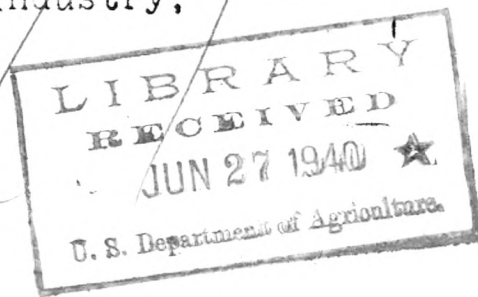
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ANTIRRHINUM • Snapdragons

Special Forcing Varieties, 1940 Introduction

***BEZDEK'S YELLOW WONDER.** A new forcing Snapdragon produced by the well-known grower of Bezdek's White Wonder, and has the same characteristics. A very early producer and considered tops in all yellows. Trade pkt. \$2.00; \$5.00 for 3 trade pkts.

***IVORY.** (Rockwood.) A rich ivory shade with lips very delicately tinted with lemon-yellow. Blooms large and placed moderately close in well-formed heads; stems strong and sturdy. Fairly early. High pinching recommended. Trade pkt. \$2.00; \$5.00 for 3 trade pkts.

***JERSEY MAID.** (Schnitzspahn.) A new, medium pink, early winter-flowering type with excellent keeping qualities. Free flowering. Cutting in early December. Trade pkt. \$2.50.

***SCHAFFROTH'S EARLY PINK.** This new Snapdragon was a Silver Medal winner at the Philadelphia Flower Show and the New York Florists' Club. It is a beautiful shade of rose-pink and absolutely non-shattering. New crop seed ready July 1. Trade pkt. \$2.00; \$5.00 for 3 trade pkts.

Improved Forcing Varieties

*Varieties marked * are in original growers' packets only*

Afterglow. Golden bronze. ½ trade pkt. 60c; \$1.00 per trade pkt.; 3 trade pkts. \$2.50.

***Bertha Baur.** (Schumann.) Lavender or orchid; fine large spikes. Trade pkt. \$1.50; \$4.00 for 3 trade pkts.

***Bezdek's New White Wonder.** A new early-flowering pure snow-white. Trade pkt. \$1.50; \$4.00 for 3 trade pkts.

***Bronze Queen.** (Somerset.) Light bronze. Trade pkt. \$1.50; \$4.00 for 3 trade pkts.

***Celestial.** (Witterstaetter.) Early. Deep yellow. Trade pkt. \$1.00; \$2.50 for 3 trade pkts.

Ceylon Court. Canary-yellow. ½ trade pkt. 60c; \$1.00 per trade pkt.; 3 trade pkts. \$2.50.

Ceylon Court, Dark Selection. ½ trade pkt. 60c; \$1.00 per trade pkt.; 3 trade pkts. \$2.50.

Cheviot Maid Supreme. An improvement on Cheviot Maid and deeper in color. ½ trade pkt. 60c; \$1.00 per trade pkt.; 3 trade pkts. \$2.50.

***Christmas Cheer.** (Windmiller.) Considered the best early pink. Trade pkt. \$2.00; \$5.00 for 3 trade pkts.

***Cincinnati.** (Witterstaetter.) Large; fragrant; light rose-pink. Trade pkt. \$1.00; \$2.50 for 3 trade pkts.

Coate's Yellow Perfection. Fine deep yellow. ½ trade pkt. 60c; \$1.00 per trade pkt.; 3 trade pkts. \$2.50.

***Gilbert's Pink Queen Supreme.** Beautiful clear pink, several shades deeper than Cheviot Maid Supreme. Trade pkt. \$1.50; \$4.00 for 3 trade pkts.

***Glorious.** (Frank.) Bronzy scarlet. Trade pkt. \$1.50; \$4.00 for 3 trade pkts.

***Lavender Rose.** (Rockwood.) Lavender and rose; medium early. Trade pkt. \$2.00; \$5.00 for 3 trade pkts.

Lucky Strike. Best large-flowering white. ½ trade pkt. 60c; \$1.00 per trade pkt.; 3 trade pkts. \$2.50.

***Marie Louise.** (Roasch.) Beautiful seashell-pink. Trade pkt. \$2.00; \$5.00 for 3 trade pkts.

***Marion White.** (Schumann.) A real white. Trade pkt. \$1.50; \$4.00 for 3 trade pkts.

***Miss Wooster.** Light bronze. Trade pkt. \$1.00; \$2.50 for 3 trade pkts.

***New Dawn.** (Thompson.) Golden orange. Trade pkt. \$1.00; \$2.50 for 3 trade pkts.

***Peggy Schumann.** An improved Sonny. Clear bright pink. Trade pkt. \$2.00; \$5.00 for 3 trade pkts.

Philadelphia Pink. Pure pink. Trade pkt. 50c; \$1.00 per ¼ oz.

***Radiance.** (Thompson.) Large-flowering; rose-pink. Trade pkt. \$1.00; \$2.50 for 3 trade pkts.

Rose Queen. Dark pink. ½ trade pkt. 60c; \$1.00 per trade pkt.; 3 trade pkts. for \$2.50.

***Schrock's Orchid.** (Schrock.) Orchid shade. Trade pkt. \$1.00; \$2.50 for 3 trade pkts.

***Schumann's Lavender.** Early. Non-shattering. Sturdy stems with large, closely spaced flowers. Trade pkt. \$2.50.

***Schumann's Yellow.** Identical to above except color, which is a clear bright yellow. Trade pkt. \$2.50.

***Sunlite** (Improved New Deal). Golden bronze. Trade pkt. \$1.00; \$2.50 for 3 trade pkts.

***Sunset.** (Breitmeyer.) Golden bronze. Trade pkt. \$1.50; \$4.00 for 3 trade pkts.

***Talisman.** (Windmiller.) New, improved, all-double bronze, true to type and color. Early and continuous bloomer. A fancy flower for retail growers but not large enough for cheap wholesale markets. Trade pkt. \$2.00; \$5.00 for 3 trade pkts.

***Terry's Surprise.** (Improved.) Rich rose shaded bron e. Trade pkt. \$1.50; \$4.00 for 3.

***Velvet Beauty.** American-Beauty-red. Trade pkt. \$1.00; \$2.50 for 3 trade pkts.

***Westover Fringed White.** Popular New York market white. Trade pkt. \$1.00; \$2.50 for 3 trade pkts.

***White Prosperity.** A long-stemmed white. Trade pkt. \$1.50; \$4.00 for 3 trade pkts.

White Rock. Extra early. Pure white. Trade pkt. 50c; \$1.00 per ½ oz.

***Yellow Cheviot Maid.** (Volz.) Finest clear yellow. Trade pkt. \$1.00; \$2.50 for 3 trade pkts.

Michell's Special Forcing, Mixed. Trade pkt. 50c; \$1.00 per ½ oz.

½ trade pkts. can be supplied only where listed

BABY GLADIOLUS (For Forcing) Ready in October

	White with crimson markings.....	100	1000		100	1000
Nymph.		\$3 50	\$30 00	Spitfire.	Deep reddish salmon..	\$3 50 \$30 00
Peach Blossom.	Soft pink.....	3 50	30 00	The Bride.	Pure white.....	3 50 30 00

MICHELL'S DISTINCTIVE FLOWER SEEDS

MICHELL'S CINERARIAS



Cineraria, Cremer's Improved Prize Strain

CREMER'S PRIZE STRAIN. (Wilt-resistant.) This new strain is the result of a cross between Multiflora nana, Hybrida grandiflora, and Stellata. Flowers large. Plants compact with small leaves. Choice mixed colors. Original trade pkt. \$1.50; \$2.25 per $\frac{1}{4}$ oz.; $\frac{1}{2}$ oz. \$4.00; \$8.00 per $\frac{1}{8}$ oz.

MULTIFLORA, WEISSENSEER (White Sea). Flowers are almost twice as large as the regular Multiflora strain, in a splendid range of blue, rose and red shades, with white-zoned centers. $\frac{1}{2}$ trade pkt. 75c; \$1.25 per trade pkt.; $\frac{1}{4}$ oz. \$2.25; \$4.00 per $\frac{1}{2}$ oz.

MULTIFLORA GRANDIFLORA MAXIMA. Flowers extra large and in a wonderful range of colors. Mixed colors only. $\frac{1}{2}$ trade pkt. 60c; \$1.00 per trade pkt.; $\frac{1}{2}$ oz. \$4.00.

HOWARD & SMITH'S STRAIN. A fine strain of large-flowering Hybrida grandiflora, large-leaved type, grown by a California specialist. Trade pkt. \$1.00; \$3.00 per $\frac{1}{2}$ oz.

MULTIFLORA NANA, Potsdam and Berlin Market Strain. Very dwarf and compact. Flowers of medium size. Mixed colors. $\frac{1}{2}$ trade pkt. 60c; \$1.00 per trade pkt.; $\frac{1}{2}$ oz. \$2.50.

CALCEOLARIA, Michell's Ramona

A new Hybrida grandiflora nana type we are introducing and we are sure it will become very popular with the florists. Dwarf, compact habit and free flowering. Flowers are beautifully tigered, and the mixture contains a fine range of colors in bronze, yellow and red. An excellent pot-plant for Easter sales. $\frac{1}{2}$ trade pkt. 85c; \$1.50 per trade pkt.; $\frac{1}{4}$ oz. \$5.00.

MICHELL'S GIANT PANSIES

Michell's New Giant Climbing. Plants grow to a height of 3 feet and produce immense blooms on stems from 16 to 18 inches long. The colors are a pleasing blend of light and dark shades. Free flowering and ideal for winter blooming, when the flowers will command a high price. We offer strictly new crop seed. Trade pkt. \$1.50; \$4.00 for 3 trade pkts.

New Giant Pansy, Michell's Springtime. An early-flowering giant variety with blooms $3\frac{1}{2}$ to 4 inches across and in a superior mixture of light colors. Trade pkt. 50c; \$1.00 per $\frac{1}{8}$ oz.; $\frac{1}{4}$ oz. \$1.75; \$6.50 per oz.

Maple Leaf Giants. Flowers measure 4 to 6 inches across, perfectly round, and in a fine mixture. Excellent for exhibition purposes and private trade. Trade pkt. 50c; \$2.25 per $\frac{1}{4}$ oz.; oz. \$8.00.

America. An extra-early, dwarf, giant-flowering strain. Free flowering and in a fine mixture of popular shades. A money-making variety for the florist and market gardener. Trade pkt. 50c; \$1.25 per $\frac{1}{8}$ oz.; $\frac{1}{4}$ oz. \$2.25; \$8.00 per oz.

Engelmann's Special Mixture. A truly giant Pansy. Flowers 3 to 4 inches across on long, heavy stems. Contains a great variety of colors, both light and dark, with a good percentage of bronze and red shades. Trade pkt. 75c; \$2.25 per $\frac{1}{4}$ oz.; oz. \$8.00.

Michell's New Swiss Giants. Enormous flowers and contains many unusual colors, such as salmon, dark blue, pink, mahogany, yellow and red, all of which are beautifully blotched. Trade pkt. \$1.00; \$1.50 per $\frac{1}{8}$ oz.; $\frac{1}{4}$ oz. \$2.75; \$10.00 per oz.

Alpenglow. A fine range of cardinal-red shades with dark blotches. Trade pkt. 50c; \$1.75 per $\frac{1}{4}$ oz.; oz. \$6.00.

Berna. Very rich, velvety purple-violet. Trade pkt. 50c; \$1.75 per $\frac{1}{4}$ oz.; oz. \$6.00.

Lake of Thun. (Ullswater.) Marine-blue with deep blue blotches. Trade pkt. 50c; \$1.75 per $\frac{1}{4}$ oz.; oz. \$6.00.

Mont Blanc. Nearly pure white, with three large blue blotches. Trade pkt. 50c; \$1.75 per $\frac{1}{4}$ oz.; oz. \$6.00.

Rhinegold. Golden yellow with black blotches. Trade pkt. 50c; \$1.75 per $\frac{1}{4}$ oz.; oz. \$6.00.

Roggli. (Improved Swiss Giants.) Brilliant colors and shades. Excellent for greenhouse culture. Trade pkt. 50c; \$1.00 per $\frac{1}{8}$ oz.; $\frac{1}{4}$ oz. \$1.75; \$6.00 per oz.; $\frac{1}{4}$ lb. \$22.00.

Michell's Giant Exhibition, Mixed. A giant strain of heavy texture and varied shades and colors. Trade pkt. 50c; \$1.00 per $\frac{1}{8}$ oz.; $\frac{1}{4}$ oz. \$1.75; \$6.50 per oz.; $\frac{1}{4}$ lb. \$24.00.

Triumph of the Giants, Mixed. Many beautiful rich and rare shades. Trade pkt. \$1.00; \$2.25 per $\frac{1}{4}$ oz.; oz. \$8.00; \$30.00 per $\frac{1}{4}$ lb.

Giant Trimardeau, Mixed. Trade pkt. 25c; \$1.25 per oz.; $\frac{1}{4}$ lb. \$4.00.

Masterpiece. (Frilled Pansy.) Petals curled or waved. Trade pkt. 50c; \$3.00 per oz.; $\frac{1}{4}$ lb. \$10.00.

Fine English, Mixed. Large-flowering. Trade pkt. 25c; \$1.00 per oz.; $\frac{1}{4}$ lb. \$3.00.

DELPHINIUM, New Pacific Giants

A new strain originated on the Pacific Coast. Huge flowers, $2\frac{1}{2}$ to $3\frac{1}{2}$ inches in diameter, beautifully spaced in well-balanced spikes on thin woody stems. Comparatively mildew resistant, this strain is practically 100 per cent double.

Black Knight Series. Darkest of them all. Individual flowers exceedingly large, of beautiful round form, with heavy velvety texture, which gives the color luminosity and vividness. Trade pkt. \$2.00; \$4.00 per $\frac{1}{8}$ oz.; $\frac{1}{4}$ oz. \$7.00; \$13.00 per $\frac{1}{2}$ oz.

Blue Jay Series. The true blue color which is so rare in nature and so difficult to obtain. Medium to dark blue. Trade pkt. \$2.00; \$4.00 per $\frac{1}{8}$ oz.; $\frac{1}{4}$ oz. \$7.00; \$13.00 per $\frac{1}{2}$ oz.

Round Table Series. This represents all of the color combinations of the knights and their ladies. Three hundred different crosses were used to make up this strain of seed. Trade pkt. \$2.00; \$4.00 per $\frac{1}{8}$ oz.; $\frac{1}{4}$ oz. \$7.00; \$13.00 per $\frac{1}{2}$ oz.

Galahad Series. Large, white blooms averaging 3 inches in diameter. Branching habit; strong, whippy stems. Trade pkt. \$1.50; \$3.00 per $\frac{1}{8}$ oz.; $\frac{1}{4}$ oz. \$5.50; \$10.00 per $\frac{1}{2}$ oz.

Lancelot Series. A new color in Delphiniums—pure lilac self tone with white bee. Trade pkt. \$1.50; \$3.00 per $\frac{1}{8}$ oz.; $\frac{1}{4}$ oz. \$5.50; \$10.00 per $\frac{1}{2}$ oz.

King Arthur Series. A true royal purple with white bee. Trade pkt. \$1.25; \$2.50 per $\frac{1}{8}$ oz.; $\frac{1}{4}$ oz. \$4.50; \$8.00 per $\frac{1}{2}$ oz.

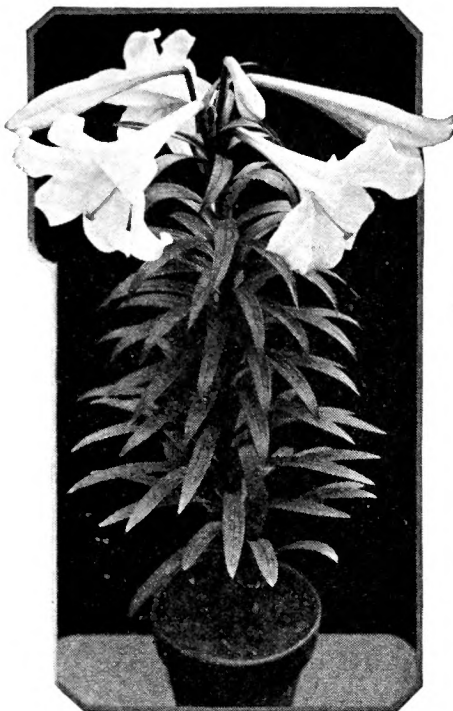
Guinevere Series. Magnificent light pink-lavender with white bee; fine large spike. Trade pkt. \$1.25; \$2.50 per $\frac{1}{8}$ oz.; $\frac{1}{4}$ oz. \$4.50; \$8.00 per $\frac{1}{2}$ oz.

Summer Skies Series. Clear light blue with white bee. Excellent for cutting. Trade pkt. \$1.25; \$2.50 per $\frac{1}{8}$ oz.; $\frac{1}{4}$ oz. \$4.50; \$8.00 per $\frac{1}{2}$ oz.

Pacific Giants Mixed. Trade pkt. \$1.00; \$2.00 per $\frac{1}{8}$ oz.; \$7.00 per $\frac{1}{2}$ oz.; \$12.00 per oz.

NOTE: New crop seed ready early July.

HENRY F. MICHELL CO.



Liliun Harrisii

MICHELL'S SEASONABLE BULBS

LILIUM HARRISI, MICHELL'S SPECIAL BRAND

St. David's-Isle-Grown—A Perfect Strain of Rare Quality

Our Harrisii have been grown for us by the leading bulb-growers of Bermuda, on the Island of St. David's, and have the stamp of approval of the Department of Agriculture of the Bermudas. Freedom from disease is assured by the rigid, regular inspection, while in the fields and in the packing sheds by their inspectors. We make personal inspection of the bulbs while growing and also before packing, thus assuring our florist customers perfect quality.

Size	Bulbs per Case	100	Case	Size	Bulbs per Case	100	Case
6 to 7 in.	335	\$8 00	\$22 00	8 to 10 in.	150	\$16 00	\$22 00
7 to 9 in.	200	12 00	22 00	9 to 11 in.	100	21 00	22 00

CALLA LILIES

BABY CALLAS. A pure white midget variety, a miniature of the Godfrey. Stems 10 to 15 inches tall. A prolific bloomer throughout the winter. \$2.00 per doz.; per 100, \$15.00.

CALLAS (Æthiopica).

Clean, healthy bulbs.	Doz.	100	1000
1¼ to 1½-in. diam.	\$0 75	\$5 00	\$45 00
1½ to 1¾-in. diam.	1 50	9 00	85 00
1¾ to 2 -in. diam.	2 00	13 00	120 00
2 to 2½-in. diam.	2 50	18 50	175 00

YELLOW CALLA (Elliottiana).

(True) (Ready in October)

Mammoth.	Doz.	100	1000
2 to 2½-in. diam.	\$1 50	\$10 00	\$90 00
Monster.			
2½ to 3-in. diam.	2 25	15 50	145 00
Jumbo. 3 to 3½-in. diam.	3 50	25 00	225 00

MICHELL'S FREESIAS

MARIE LOUISE VIOLET. (Recent Introduction.) Color, dark violet-blue, with slight shading of red.

First-size bulbs, ½ to ⅝ in.	\$2 00	\$15 00
Mammoth bulbs, ⅝ to ¾ in.	2 25	18 00
Monster bulbs, ¾ to ⅞ in.	3 00	25 00

ELDER'S DOUBLE WHITE. (Recent Introduction.)

First-size bulbs, ½ to ⅝ in.	2 50	16 00
Mammoth bulbs, ⅝ to ¾ in.	2 75	21 00
Monster bulbs, ¾ to ⅞ in.	4 75	41 00

JUDY (ELDER'S). (Recent Introduction.)

Large; golden yellow. Excellent for forcing.	100	1000
First-size bulbs, ½ to ⅝ in.	\$2 00	\$16 00
Mammoth bulbs, ⅝ to ¾ in.	2 75	21 00

MICHELL'S PURITY (Super Flora).

First-size bulbs, ½ to ⅝ in.	75	6 00
Mammoth bulbs, ⅝ to ¾ in.	1 50	9 50
Monster bulbs, ¾ to ⅞ in.	2 00	15 00

ELDER'S GIANT WHITE. Plant Patent No. 17.

First-size bulbs, ½ to ⅝ in.	1 50	11 00
Mammoth bulbs, ⅝ to ¾ in.	2 25	18 50
Monster bulbs, ¾ to ⅞ in.	4 00	36 00

COLORED FREESIAS

Apotheose. Pink tinted lavender.	100	1000
First-size bulbs, ½ to ⅝ in.	\$1 00	\$7 00
Mammoth bulbs, ⅝ to ¾ in.	1 75	12 00
Monster bulbs, ¾ to ⅞ in.	2 50	18 00

Golden Daffodil. Golden yellow with orange blotch.		
First-size bulbs, ½ to ⅝ in.	1 00	7 00
Mammoth bulbs, ⅝ to ¾ in.	1 50	10 00
Monster bulbs, ¾ to ⅞ in.	2 00	15 00

Marie Louise Fischer. Rich lavender-blue.		
First-size bulbs, ½ to ⅝ in.	1 50	11 00
Mammoth bulbs, ⅝ to ¾ in.	1 75	14 00

Miss Blanche Blue. Plant Patent No. 98. Deep bluish lavender.		
First-size bulbs, ½ to ⅝ in.	1 50	11 00
Mammoth bulbs, ⅝ to ¾ in.	2 25	18 50

Mrs. Marc Peters. Rosy salmon, blotched golden yellow.		
First-size bulbs, ½ to ⅝ in.	1 75	12 00
Mammoth bulbs, ⅝ to ¾ in.	2 00	15 00

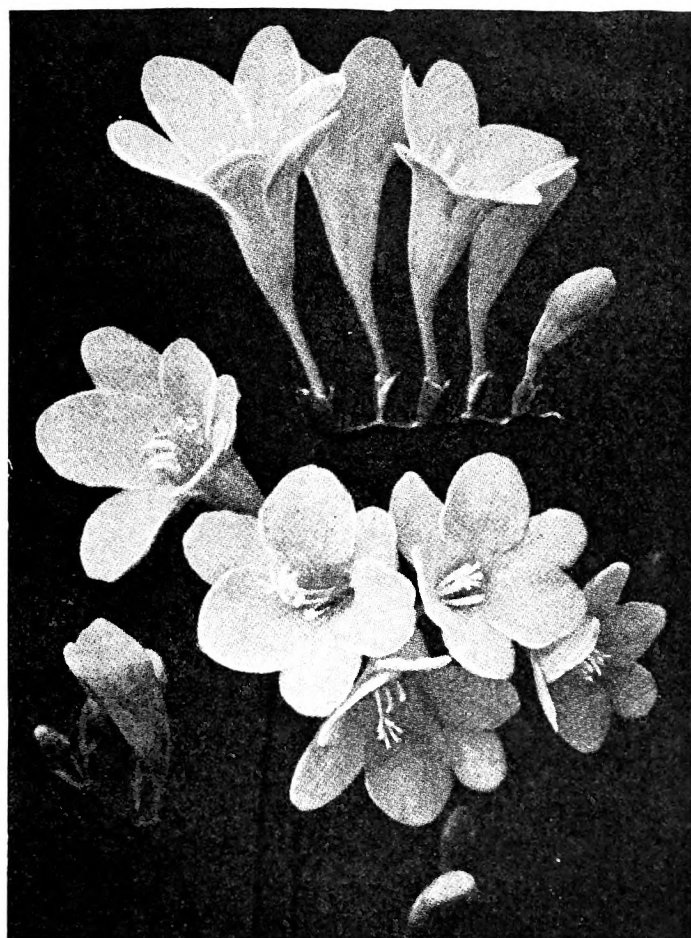
Pinky. Large; clear pink.		
First-size bulbs, ½ to ⅝ in.	1 50	11 00
Mammoth bulbs, ⅝ to ¾ in.	1 75	13 00

Splendens. Lavender.		
First-size bulbs, ½ to ⅝ in.	1 50	11 00
Mammoth bulbs, ⅝ to ¾ in.	1 75	13 00

Sunset. Flame-orange.		
First-size bulbs, ½ to ⅝ in.	1 50	10 00
Mammoth bulbs, ⅝ to ¾ in.	2 00	15 00

White Chief. Large; pure white.		
First-size bulbs, ½ to ⅝ in.	1 00	7 00
Mammoth bulbs, ⅝ to ¾ in.	1 50	10 00
Monster bulbs, ¾ to ⅞ in.	2 00	15 00

Rainbow Mixture.		
First-size bulbs, ½ to ⅝ in.	1 50	10 00
Mammoth bulbs, ⅝ to ¾ in.	1 75	12 00



PHILADELPHIA, PENNA.

ALL PRICES SUBJECT TO CHANGE



Dutch Iris

CATALOGUE ON REQUEST
ALL PRICES SUBJECT TO CHANGE

DUTCH IRIS (Hollandia)

A. Bloemaard. Purplish	100	1000
blue. Early. 7 to 8 cm.	\$2 75	\$22 50
8 cm. and up	3 75	32 50
Adrian Backer. Purplish		
lilac. 7 to 8 cm.	3 50	28 00
8 cm. and up	4 25	36 00
D. Haring. White, tinted		
lilac. Early. 7 to 8 cm.	2 80	24 00
8 cm. and up	3 75	32 50
Leonardo da Vinci. White		
and yellow. 7 to 8 cm.	3 00	25 00
8 cm. and up	4 00	35 00
Poggenbeeck. Brilliant		
blue. Early. 7 to 8 cm.	2 65	20 00
8 cm. and up	3 50	28 00
Therese Schwartz.		
Standard lilac; falls		
white. 7 to 8 cm.	2 75	22 00
8 cm. and up	3 75	34 00
White Excelsior. Large;		
pure white. 7 to 8 cm.	3 50	28 00
8 cm. and up	4 25	38 00
Yellow Queen. Extra		
fine. 6 to 7 cm.	2 50	20 00
7 to 8 cm.	3 50	31 00

IRIS, WEDGWOOD

Deep blue.		
9 to 10 cm.	\$3 50	\$27 00
10 to 12 cm.	5 00	42 50

SPANISH IRIS

Ready in October

Cajanus. Canary-yellow, 100	1000
with orange blotch on	
falls	\$3 25 \$28 00
King of the Blues. Deep	
purplish blue	3 00 25 00
King of the Whites. Pure	
white	3 50 30 00

IRIS FILIFOLIA, IMPERATOR

Deep blue. 8 cm. and up. \$3 50 \$27 00

LILIUM CANDIDUM

Madonna, or St. Joseph's Lily

Selected Bulbs.	100	1000
20 to 22 cm.	\$9 00	\$80 00
Mammoth Bulbs.		
22 to 24 cm.	10 00	90 00
Monster Bulbs.		
24 to 26 cm.	12 00	110 00
Jumbo Bulbs.		
26 to 28 cm.	16 00	150 00

RANUNCULUS

Michell's New Giant Strain. All colors. \$3.25 per 100; per 1000, \$27.50.

MICHELL'S SEED HOUSE •

516-518 MARKET STREET
PHILADELPHIA, PENNA.